

# **Pesticide Educational Resources Collaborative (PERC)**

Annual Work Plan

Year 1 of 5

January 1 – December 31, 2016

A Cooperative Agreement (#X8-83616301) between the US Environmental Protection Agency's Office of Pesticide Programs and University of California Davis Extension, in collaboration with Oregon State University

PERC supports the US Environmental Protection Agency (EPA)'s Strategic Goal 4: Ensuring the Safety of Chemicals and Preventing Pollution.

Submitted by:

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PERC is committed to submitting quarterly reports that compare anticipated outcomes with actual accomplishments, based on this annual work plan, as follows:

- 1<sup>st</sup> Quarter Report covering Jan-Mar 2016, due on April 30, 2016
- 2<sup>nd</sup> Quarter Report covering Apr-Jun 2016, due on July 30, 2016
- 3<sup>rd</sup> Quarter Report covering Jul-Sep 2016, due on October 30, 2016
- Annual report covering Jan-Dec 2016, due on January 30, 2017

## Pesticide Educational Resources Collaborative (PERC)

### Work Plan

Year 1 (January 1, 2016 – December 31, 2016)

#### **1. Objective 1: To manage or implement the development, revision and updating of pesticide safety materials to advance the protection of humans, communities, and ecosystems from pesticide illness and injury.**

Measure the number/nature of activities with broad engagement to identify needs.

- Q1: Collaborate with EPA to identify time-sensitive needs for pesticide safety materials. Generate a list of known gaps. Begin developing drafts for 2-4 fast-track materials. (Likely WPS materials);
  - o Attend PREP course re: WPS and participate in needs assessment
  - o Attend one or more regional events re: WPS needs assessment
  - o Attend AAPCO annual meeting, and/or other national/regional forum(s), describe PERC objectives and solicit needs information
  - o Join/monitor WPS working groups to solicit needs information
  - o Take advantage of efficient opportunities to engage additional stakeholders, as agreed upon by co-investigators
- Q1: Convene the 1<sup>st</sup> Advisory Board meeting(s)
  - o While policies and solicitations remain in-progress, convene potential members of the Advisory Board to solicit needs information
- Q2: Convene Advisory Board meetings; discuss state/regional needs; Seek a time slot on the AAPSE annual meeting agenda or other national forum(s) to solicit needs information
- Q3: Convene Advisory Board meetings; Interview key stakeholders including AFOP, CTAG, and others to solicit needs information
- Q3: Attend the annual AAPSE meeting (up to 6 Advisory Board members with sponsored travel). Present the PERC project goals and solicit needs information
- Q4: Convene Advisory Board meetings; Take advantage of additional, efficient opportunities, as agreed upon by co-investigators

Measure the number of pesticide safety materials 'green-lighted.'

- Q1: Work with Advisory Board to develop a flexible standard operating procedure for green-lighting materials when a) time is of the essence (*fast-track*) and b) time is not a pressing issue (annual "waves").
- Q1: Identify pesticide education materials that meet "fast-track" criteria

- Q2: Finalize the list of materials that will be produced in the first batch of (non fast-track) green-lighted materials (wave 1). Begin developing project plans for each item or group of items (if similar).

Measure the number of policies/procedures developed for managing the sub-award to OSU and/or contracts with Advisory Board members and Subject Matter Experts (SMEs).

- Q1: Complete a flexible, transparent procedure for selecting and compensating Advisory Board members and subject matter experts; Finalize subaward documents related to OSU.
- Q2: Complete a flexible, transparent procedure for selecting and compensating production professionals (printing, web-based modules, videography, etc).

Measure the number of capable subject matter experts and/or production professionals identified and/or contracted.

- Q1: Distribute solicitations for Advisory Board member (seats).
- Q2: Finalize agreements with Advisory Board members.
- Q3: Generate a list for each 'green-lighted' material, of potential subject matter experts and/or production professionals that may be needed; Apply procedures developed in Q2 to solicit contractors appropriately

Measure milestones in managing budgets and monitoring contractors/subawards.

- Q1-3: Include accountability elements in solicitations for Advisory Board members, contractors, and subawards. Establish time-bound expectations.
- Q4: Solicit annual summaries from all sub awardees, detailing their accomplishments in Year 1 and proposing budget-aligned activities for Year 2.

Measure the number/nature of materials updated or created.

- Q2: Complete initial drafts for 2-4 materials that were identified in Q1 as *time-sensitive*. Submit for Advisory Board review, then EPA Protrack review if necessary.
- Q3: Complete initial drafts for 2-4 materials that were identified in Q1 as time-sensitive. Submit for Advisory Board review, then EPA Protrack review if necessary.

- Q3: Publish 2-4 materials online that were identified in Q1 as time-sensitive. Complete initial drafts for 2-4 additional materials on the time-sensitive list, submit for Advisory Board review, then EPA Protrack review if necessary.
- Q4: The first “wave 1” materials should be in draft.
- Q4: Publish 2-4 materials online that were identified in Q1 as time-sensitive. Complete initial drafts for 2-4 additional materials on the time-sensitive list, submit for Advisory Board review, then EPA Protrack review if necessary.

**2. Objective 2: To enhance the capabilities of partners and stakeholders to develop and implement programs/activities that prevent and reduce pesticide risks to humans, communities, and ecosystems.**

Measure the percent of materials published in a modifiable or transferrable format.

- Q1-3: Seek modifiable versions of WPS materials produced by other entities, making them available on the PERC website.
- Q4: Make modifiable versions of new PERC materials available 100% of the time when produced in Adobe InDesign or the Microsoft Office Suite.

Measure milestones in developing the inventory of existing resources.

- Q1: Work with others to identify any existing inventories in order to minimize duplication of effort (i.e. PSEP-IMI); Create the scaffolding for the master spreadsheet to include essential meta-data that will be collected for each resource; Query at least 25 state-level WPS contacts about updated materials in progress
- Q2: Query at least 25 state-level WPS contacts about updated materials in progress; Begin documenting the availability and locations of existing resources on the PERC website
- Q3: Complete query of state-level WPS contacts about updated materials in progress
- Q4: Continue to maintain and improve the inventory of WPS materials

Measure milestones in developing the PERC website.

- Q1: Develop an outline of essential elements/functions for the PERC website in collaboration with EPA. Begin designing and constructing the website and inventory-searching mechanisms, if any.

- Q2: Complete a sharable version of the preliminary website, including its look/feel and navigational approach.
- Q3: Collect ideas and/or feedback from partners and stakeholders at the AAPSE annual meeting.
- Q4: Continue building/enhancing the inventory of WPS materials; Plan for housing/organizing updated C&T materials in year 2

Measure the number of records/reports completed that could serve historical/planning functions.

- Q1-4: Quarterly reports will be submitted within 30 days of the quarter's closure, and will include: 1) A summary of expenditures, purchases, and other fiscal activities. 2) A side-by-side comparison of actual accomplishments versus projected accomplishments and 3) Proposed timelines/milestones.
- Q3: Summarize the results of needs assessment activities, archive the document online, in meeting minutes, or by other means (concurrent with annual approval of each wave of documents).

Measure the number/nature of relationship- or capacity-building activities completed.

- Q1-4: Convene Advisory Board meetings in a way that builds community
- Q1-4: Take advantage of efficient opportunities to engage with stakeholders, serving as a connection point for needs information and delivery of pesticide education resources, as agreed upon by co-investigators. These might include participation in work-groups, attending regional meetings, and/or contributing to PREP courses, among other things.
- Q1: As part of inventory-building activities, contact 25-50 state-level educators to exchange information; Participate in the AAPCO annual meeting and/or other national/regional forum(s) to promote and build support for PERC initiatives.
- Q2: Via the PERC website, share information about updated WPS materials that exist, are in-progress, or have been assigned/planned.
- Q2: As part of inventory-building activities, contact 25-50 state-level educators to exchange information.
- Q3: Participate in the AAPSE annual meeting and/or other national/regional forum(s) to promote and build support for PERC initiatives.

**3. Objective 3: To protect humans, communities and ecosystems from illness and injury caused by exposure to pesticides through education and outreach targeted toward agricultural workers, pesticide applicators, handlers, and others.**

Measure the percent of new materials that comply with plain language and reading level targets at the time they're submitted for EPA review.

- Q1-4: 100% of materials should meet goals appropriate for the identified target audience, which may include trainers (12<sup>th</sup> grade reading level), trained professionals (10<sup>th</sup> grade reading level), the general public (8<sup>th</sup> grade reading level) or other types of user groups.

Measure the number of resources duplicated in different formats, mediums, or languages.

- Q3: PERC will evaluate the need to duplicate any time-sensitive materials produced so far, considering the potential need for indoor/outdoor settings, language needs, and/or visual representations. If prioritized, duplications will be green-lighted by the Advisory Board, and project plans created.

Measure the number/nature of materials printed, mailed, added to the inventory, or posted online.

- This measure is dependent upon collaborative needs assessment and the extent to which the inventory is curtailed to avoid duplication of existing inventories.
- Q1-4: 100% of printed materials will be distributed within 14 days of each request.
- Q2: Complete 2-4 WPS-related fast-tracked materials (complete upon submission for EPA review)
- Q3: Complete 2-4 WPS-related fast-tracked materials (complete upon submission for EPA review)
- Q3: Complete the resource inventory's first phase, initial construction, and develop procedures to facilitate an efficient maintenance phase.

Measure the number/nature of outreach efforts to promote utilization of PERC resources.

- Q1-4: Present and discuss PERC materials/website as Advisory Board members engage with their respective constituencies
- Q1-4: Develop an email distribution list or lists for individuals interested in WPS materials assembled and/or produced by PERC
- Q1-4: Take advantage of efficient opportunities to promote utilization of PERC resources, as agreed upon by co-investigators
- Q1: Promote PERC at the annual AAPCO meeting

- Q3: Promote PERC at the annual AAPSE meeting.
- Q3: Disseminate a link to the PERC website using relevant distribution mechanisms, such as the AAPCO list-serve, OPP updates, and other means.

### **Building on lessons from the past:**

Collaborative Needs Assessment: PERC will emphasize relationship-building, active listening, and consensus-based approaches to keep stakeholders engaged. In addition, PERC will seek input from a wide range of stakeholders, including emphasis on potential end-users of the material(s).

Content Development and Production: PERC will apply lessons learned to maximize efficiency during material revisions by employing some or all of the following methods: 1) Limiting the number of 'rounds' of feedback incorporation; 2) Setting a threshold for acting on proposed revisions higher than one individual's suggestion; and 3) By making materials available in modifiable formats whenever possible.

Evaluation & improvement: Evaluation efforts must balance the need to maximize accuracy with the potential risk of 'paralysis by analysis.' PERC will apply lessons learned in evaluating other projects, including: 1) Requesting feedback early and often; 2) Guiding future efforts through evaluation; 3) Setting a threshold for the importance/amount of revisions that justify time investment(s) needed; and 4) Using digital and personal methods to collect feedback from targeted end users.

PERC website and Materials Inventory: PERC will act upon lessons learned by: 1) Maximizing the opportunities for the public to look for information in diverse ways to navigate the website (i.e. A-Z index, search box, organized drill-down); 2) Emphasizing relatable images and succinct bullet lists over lengthy paragraphs and illustrations; 3) Focusing on action-oriented content instead of descriptive narratives; and 4) Distilling complex information at an appropriate reading level for the target audience.

### **Quality Assurance Requirements (& how they will be met)**

PERC website: The PERC website will be built and maintained to be WC3 compliant, which facilitates access by web users with disabilities. An automated program will be used to identify broken links annually, followed by manual investigation to repair or replace those links.

PERC materials: Before submission for EPA review, PERC will ensure they meet targets related to reading level, professionalism, and accuracy.

**PERC's written competition policy and procedures  
for contracts, grants, and awards:**

In keeping with the anticipated timeline for year one, these policies and procedures are under development. Completion is anticipated by June 30, 2016. PERC is committed to working closely with the Project Officer to ensure compliance with applicable federal policies and UCD procedures in the procurement of PERC personnel.

**Budget:**

<b>Table A - Object Class Category (Non-construction)</b>	<b>Total Approved Allowable Budget Period Cost</b>
1. Personnel	\$625,548
2. Fringe Benefits	\$281,539
3. Travel	\$17,525
4. Equipment	\$0
5. Supplies	\$5,330
6. Contractual	\$1,442,390
7. Construction	\$0
8. Other	\$1,233,337
9. Total Direct Charges	\$3,605,669
10. Indirect Costs: <u>50.00%</u> Base <u>Modified Total Direct</u>	\$1,527,832
11. Total (Share: Recipient <u>2.00 %</u> Federal <u>98.00 %</u> .)	\$5,133,501
12. Total Approved Assistance Amount	\$5,000,000
13. Program Income	\$0
14. Total EPA Amount Awarded This Action	\$1,220,000
15. Total EPA Amount Awarded To Date	\$1,220,000